



SAS

Growing revenues by capturing a higher proportion of member's online spend

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Challenge

- Scandinavian Airlines wanted a regional rewards proposition that could cater to their members residing in Scandinavian countries.



Solutions

- Loylogic launched an e-commerce platform with local and global rewards fulfilment.
- A highly curated and bespoke rewards catalogue to resonate with the Scandinavian audience.
- Members were able to transact in their preferred language and currency to enhance their experience.



Results

- Aspiration rewards were a key contributor to program growth.
- Growth in mileage accrual and redemptions.

Let our experts guide you
in detail

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